

INVESTHER

BY PROPELL

Propell Property is thrilled to announce InvestHer, a division that specialises in empowering women to take charge of their financial future through property investment.

Based on Queensland's Gold Coast, InvestHer by Propell serves clients across Australia, providing education, support and knowledge in an industry that has traditionally been dominated by males.

“InvestHer is all about empowering women to understand property investment and grow their own property portfolio, backed by strategy, confidence, experience and knowledge” – Karen Lacheta-Pell, Propell Property Partnerships Director.

InvestHer serves as a key piece in growing the female presence in the investment property industry. Despite women in Australia having the highest education rates of any nation, economic participation and financial security remain low. As prominent Financial and Property Services company CoreLogic suggests, there is a large disparity in investment property purchases between men and women. Ultimately, this stems from a lack of education and understanding of the investment market, and the absence of confidence when it comes to taking the steps to purchase investment properties.

The key is to aid driven, passionate women in feeling a sense of confidence in their property investment goals and objectives. Through InvestHer's unique digital presence, women have widespread access to educational content through social media, email newsletters and blog posts, promoting a growth of knowledge and a focus upon tangible strategic outcomes.

“At InvestHer, we love working alongside women who are passionate about their financial freedom and the property investment market – the go-getters, women that know what they want, but need a hand to reach their goals.” – Karen Lacheta-Pell

Inspired by successful women in the Real Estate Industry, Propell Property Partnerships Director, and Manager of InvestHer, Karen Lacheta-Pell, instils her wealth of knowledge and understanding within this arm of the business, enabling other women to gain insight into the opportunities within the property investment market.



Whether it's investing as an individual, or with a partner, InvestHer by Propell works alongside women across Australia to create their dream future and smash their financial goals.